

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:531

ANSWERED ON:04.03.2002

TOURISM PROMOTION SCHEME .SHRI SAIDUZZAMA

S. SAIDUZZAMAN

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether his Ministry has floated an imaginative and attractive scheme to Promote tourism in the country on the lines of Malaysia, Thailand and some other countries;

(b) if so, the details thereof; and

(c) whether the Government propose to encourage such innovations and also provide them certain amount of independence and work environment in this task?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) Yes, Sir.

(b) & (c) A logo contest has been initiated to attract new ideas aiming at positioning and branding India in both the domestic and the international markets. Such steps would encourage competitive marketing of the India Tourism product that delivers a diversity of meaningful experiences drawn from Indian civilization for domestic and international travellers.